

# PREMIERE „HDTV“

**PREMIERE**  
Fernsehen erster Klasse



## Challenge

The pay-TV channel Premiere wanted to promote their innovative HDTV-Technology (High-Definition Television) on a small budget. The example: the high-class wildlife documentations. The significantly higher resolution gives the viewer a feeling of being extremely close to the action.

## Strategy

We started in the biggest zoos and aquariums with a surprising guerrilla campaign. We attached an adhesive film at the glazed enclosures, which visualized the TV-format 16:9 using the design of Premiere. Behind it were the animals – close enough to grab – live and in colour. As real as the wildlife documentations in HDTV on Premiere.

## Results

In the biggest zoos alone almost 10.000 visitors per day got a picture of how real wildlife documentations can be on Premiere with HDTV. And so that everybody could welcome the animals also at home, information flyers of Premiere were waiting at the exit. The flyers generated a response rate of 16%.